



## ***AOT in Action***

### **TOURISM WORKS FOR ARIZONA!**

*Issue 121 – August 14, 2006*

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

On behalf of the tourism industry, I would like to congratulate Governor Janet Napolitano on becoming the first woman to chair the National Governors Association. As the first woman chair in the Association's 98-year history, Governor Napolitano brings a call to action for the nation's governors focusing on education, innovation and technology. Governor Napolitano has been a strong supporter of the travel and tourism industry, and we would like to applaud her on this impressive achievement.

Have a great week.

Margie A. Emmermann  
Director  
Arizona Office of Tourism

## **AOT News Flash**

### **ICE Grant Funding Awarded throughout Arizona**

AOT announced that \$13,000 in grant funding from the Information Center Enhancement (ICE) grant has been awarded to 12 organizations throughout the state. The ICE grant program helps designated statewide Local Visitor Information Centers (LVIC) enhance

the visual and service quality of their visitor centers. The grant provides direct funding of up to \$2,000 per project in any one of the nine categories related to operating a Local Visitor Information Center, including: brochure racks, display cases, Local Visitor Center beautification (interior and exterior), outdoor kiosks, special tourism promotions, signage, uniforms and Local Visitor Information Center Design plan and implementation. ICE Grant applicants may apply for a grant in only one category per year. Visitor Centers applying for grant funds must be a facility officially designated by AOT through its Local Visitor Information Center Program, and projects must be completed within one year of the grant being awarded. Officially designated LVICs are those that comply with standard operating requirements and have earned the "Arizona Travel Information" signage from the Arizona Department of Transportation. For more information, contact Brian Lang at (602) 364-3694 or [blang@azot.gov](mailto:blang@azot.gov).

## **Rural Tourism Development Grant Program Guidelines for Fiscal Year 2007**

The Rural Tourism Development Grant Program (RTDGP) guidelines for fiscal year 2007 are now available. The primary objective of the competitive grant program is to provide coordinated funding for tourism related infrastructure projects. The funding amount for FY 07 is \$697,000. AOT has added \$197,000 of unallocated TEAM grant funds. These funds assist rural economic development through tourism to strengthen the regional and local economies and expand tourism in rural and Tribal communities throughout Arizona. The primary function of the infrastructure project must be tourism development and the project must be designed to initiate economic growth and enhance future tourism development. Applications are available on AOT's business-to-business Web site [www.azot.gov](http://www.azot.gov) under the Grants section. Applications must be postmarked and/or hand-delivered to the Arizona Office of Tourism no later than 3 p.m. Friday, August, 18, 2006.

## **Promoting - AZ - Advertising**

### **AOT Releases FY 07 Media Plan**

The Arizona Office of Tourism's media plan for FY 07 is now available for viewing on [www.azot.gov](http://www.azot.gov). The media plan for this year includes an increased number of high-impact pieces with national circulation as well as standard advertisement placements. AOT will again run a Target Cities campaign focusing on Seattle, Chicago and Minneapolis and will also increase Arizona's presence in the New York market. International focus will again be on Northern Mexico and Canada, with a greatly increased presence in these markets this year. A PDF version of the plan, along with contact information for each publication, can be found under Programs, Advertising on the newly updated [www.azot.gov](http://www.azot.gov). Please check back often as updates are made regularly.

### **AOT Advertising Campaign Creative**

AOT launched the "Seize the Day" campaign in FY 06. Copies of creative, including print, radio and television, are now available for review under Programs, Advertising on [www.azot.gov](http://www.azot.gov). For more information, contact Traci Gomes at (602) 364-3705 or [tgomes@azot.gov](mailto:tgomes@azot.gov).

## **Last Chance to Advertise in the German *Reiseplaner***

The Arizona *Reiseplaner* is AOT's German language guide and is published every two years, serving as a foundation for all Arizona products in Germany, Switzerland and Austria. The planner provides important information to thousands of visitors to help plan what to do and where to go during their trip. This year, more than 100,000 German-speaking Europeans will visit Arizona. The *Reiseplaner* is a full color, high quality promotional guide that highlights the broad diversity of attractions and activities that can be experienced in Arizona. The 2007-2008 edition will have a print run of 85,000 copies and will be distributed to consumers and travel professionals throughout this important European market. For additional information and to obtain a media kit, contact Dana Brockway at Adventure Media International on: (520) 544-3936 or [adventuremedia@cox.net](mailto:adventuremedia@cox.net).

## **Trippin' with AOT**

### **Win a Grand Vacation in the Beautiful State of Arizona!**

Well, for one of your Canadian friends, anyway. The Arizona Office of Tourism is hitting the road again with the spectacular IMAX film, *Grand Canyon: The Hidden Secrets*, and this time we're taking it to the Great White North. We will be in Canada from September 18-28 showing the film in Vancouver, Calgary, Toronto and Montreal to students and the general public as well as meeting with our top media and travel industry representatives to promote this beautiful state. One lucky winner in each city will win a grand prize, a week-long trip for two to Arizona including airfare, rental car and accommodations. We need your help in promoting these trips with your offers of hotel stays, rounds of golf, tours, meals, event tickets, rental cars or activities. To donate your items or for more information about this promotion, please contact Jennifer Sutcliffe at (602) 364-3693 or e-mail at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov).

## **Industry News**

### **European Hotel Chain Heads to Hayden Ferry**

European hotel chain Le Meridien is headed to Hayden Ferry Lakeside in Tempe with an expected check-in date of spring or summer 2009. Tuesday's announcement was made in conjunction with parent company Starwood Hotels & Resorts Worldwide Inc. Le Meridien Senior Vice President Eva Ziegler said the hotel will be chic, subtle, sophisticated, understated and elegant. "We're about the forward-looking, contemporary style of Europe/France," Ziegler said. The 183-room, 14-story hotel will include 44

residential units on top of the property with access to Le Meridien amenities. SunCor Development Co. Hayden Ferry Lakeside is a \$1 billion, 17-acre, 1.95 million-square-foot master-planned, mixed-use project on the south shore of Tempe Town Lake. SunCor President and Chief Executive Steven A. Betts said a hotel has been planned at the site from the beginning, pointing out its proximity to Phoenix Sky Harbor International Airport, freeways and various attractions. "We really are the geographic center of the Valley. The hotel," he said, "is giving Hayden Ferry an international flair." The city's desire for a world-class hotel has long been known. Arizona Office of Tourism Director Margie Emmermann said the hotel fits the state's new brand image: "Inspiring unforgettable Southwest moments." Le Meridien, she said, allows the state to better compete not only within in the United States, but in the international marketplace. "It gives us enhanced bragging rights," she said. "Visitors want new experiences and great experiences." (Phoenix Business Journal, [www.bizjournals.com/phoenix](http://www.bizjournals.com/phoenix))

### **Online Travel Spending up 15 Percent**

Online travel spending will be up almost 15 percent in the first six months of 2006, estimated comScore Networks. Travel spending reached \$34.7 billion in that time frame. From January through June, total online spending by consumers reached almost \$81 billion, a more than 20 percent increase over the same period last year. Overall, comScore forecasts that all online spending this year will reach \$170 billion. Of that number, comScore forecasts that non-travel e-commerce spending will represent \$102 billion in 2006, breaking the \$100 billion barrier for the first time. ([www.travelmole.com](http://www.travelmole.com))

### **Heard Museum to Open Retail Gallery**

The Heard Museum will open The Berlin Gallery Nov. 17 expanding retail sales at the Phoenix museum. Officials say the \$1 million expansion of the museum's retail and bookstore area will provide an innovative way to view and purchase contemporary American Indian art by established and emerging Native artists. The Berlin Gallery expansion, designed by Douglas Architecture & Planning and Brignall Construction, will add 2,400 square feet of space to retail area. Heard Museum trustee Howard Berlin and his wife Joy and other donors funded the Berlin Gallery. "We envision that this new venue for the display and sale of the work of both recognized and developing Native artists will advance the educational mission of the museum," Howard Berlin said. (Phoenix Business Journal, [www.bizjournals.com/phoenix](http://www.bizjournals.com/phoenix))

### **Tourism Expo Headed for Cardinals Stadium**

One of Arizona's top industries is preparing for a major expo. The Arizona Hotel and Lodging Association and the Arizona Restaurant and Hospitality Association are gearing up for the 2006 Arizona Hospitality Expo, a trade show for hospitality industry professionals, scheduled for Sept. 27 and 28 at the new Cardinals stadium in Glendale. The Expo will feature educational seminars and showcase products designed to enhance the tourism and hospitality industry. For more: [www.azhospitalityexpo.org](http://www.azhospitalityexpo.org) or call 602-277-6290. (Phoenix Business Journal, [www.bizjournal.com/phoenix](http://www.bizjournal.com/phoenix))

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